

TOP SECRET

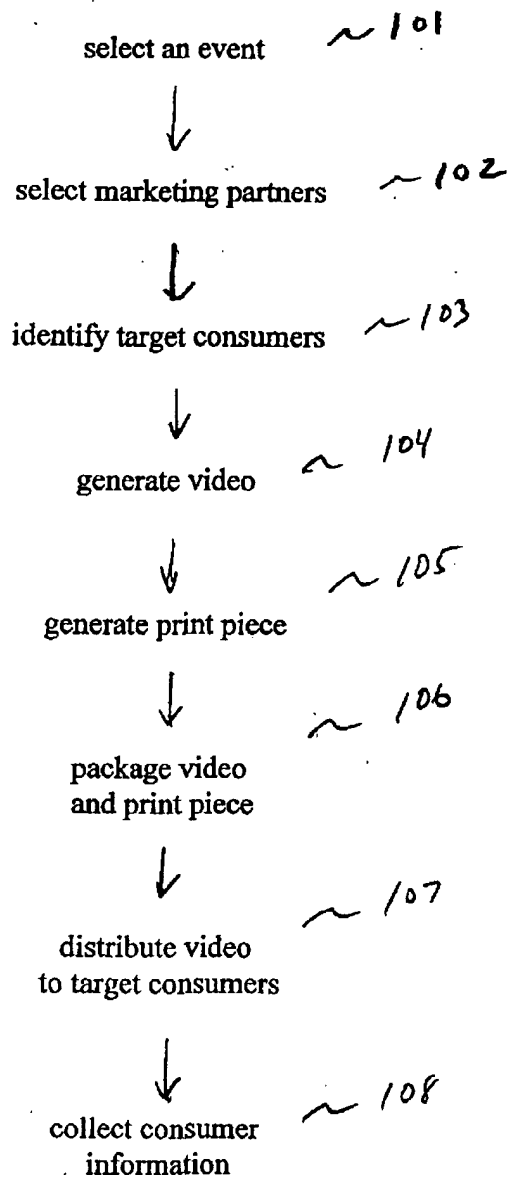


FIG. 1

consumer receives  
video and print piece

~ 201



consumer views video

~ 202



consumer responds to partner offer

~ 203



consumer response provides:  
information, and/or  
purchases

~ 204

FIG. 2

populate database of consumers ~ 301



update consumer information ~ 302

FIG. 3

FIG. 4

Consumer	Relation	Dates	Affiliations/clubs	Purchases	Notes
Jerry James 12 Apple Street Kansas, MO 55512	father	Married 7/12/90 Samuel 2/2/95 Marissa 7/7/99 Expected 5/5/01	AAA WorldPerks United Pacifists Association	1/14/97 stuffed bear \$19 Toy Shoppe Samuel birthday	opposed to toys representing violent weapons
Mary Smith 82 Berry Street St. Paul, MN 55412	grandparent	Samuel 2/2/95 Marissa 7/7/99 Expected 5/5/01	AARP Sam's Club First Christian Church	6/8/00 baby clothes \$29 Baby WearHouse Marissa baptism	Visa 765 4321 22 wants no phone solicitations
Joe Martin 121 Fox Street St. Paul, MN 55412	director and CEO, ABC Co	ABC Co. inception 3/5/77	Mensa Boy Scout Troop Leader	2/5/92 - present Acme Financial Consulting Services	wants to establish trust account for children use email
ABC Co. 16 Maple Ave. Minneapolis, MN 55412	plastics company	ABC Co. inception 3/5/77	Chamber of Commerce Fortune 500 - 1995	4/14/88 gold pins (qty 250) \$55/each Exec Memories 10 year awards	purchasing agent Lisa Black, 612 333-4444
Cub Scouts of America 100 Cub St. Anywhere, CO 45452	scouting	new members initiation 1/1/02	Boy Scouts Girl Scouts	none	director, Sam Jacobs 333-888- 9999

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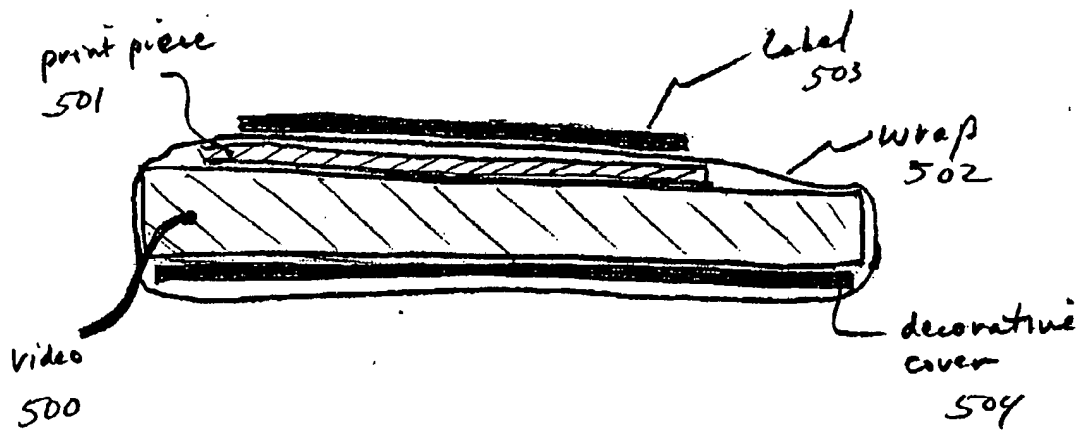


FIG. 5A

integral package view 1

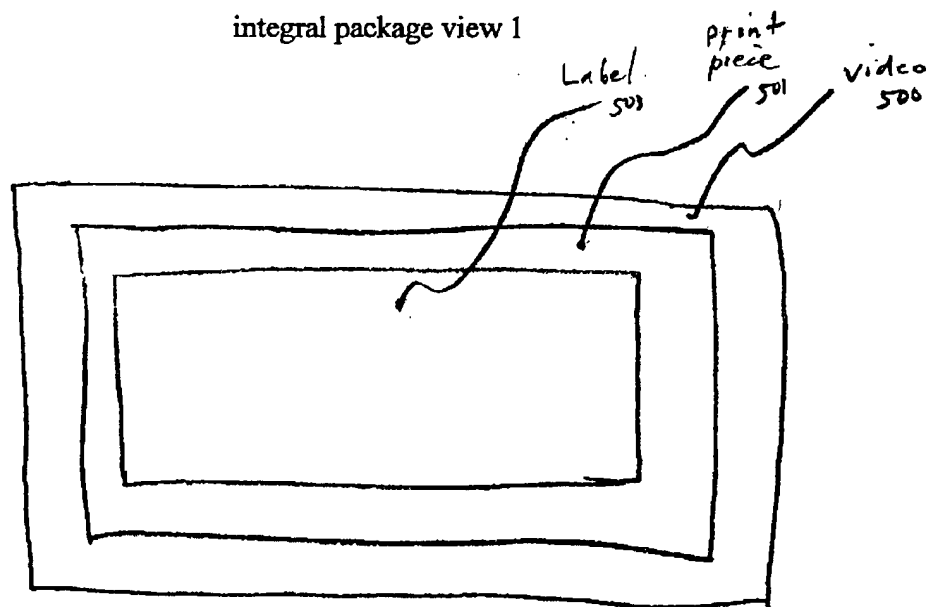


FIG. 5B

integral package view 2

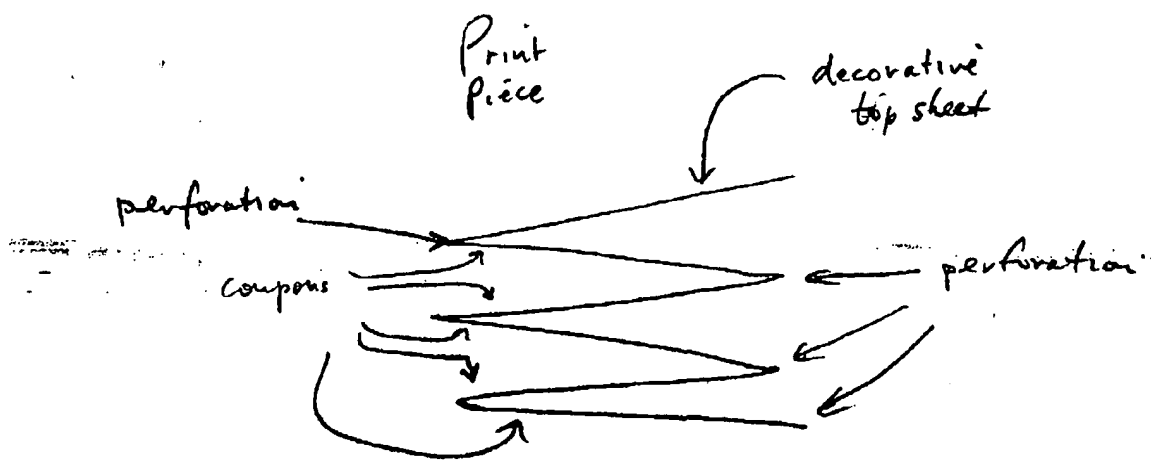


FIG. 6A

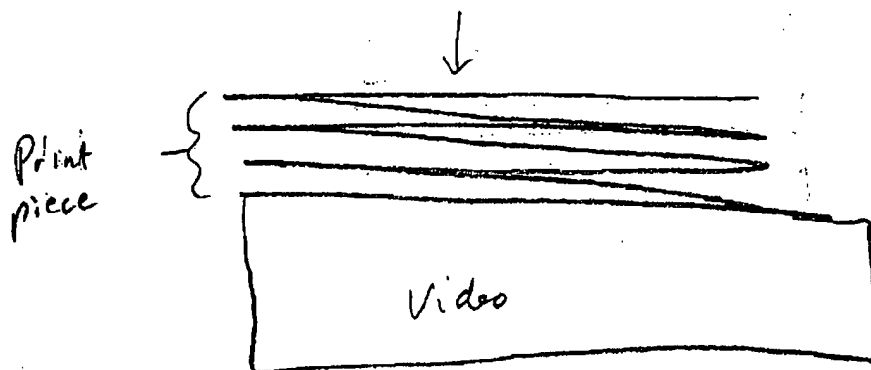


FIG. 6B

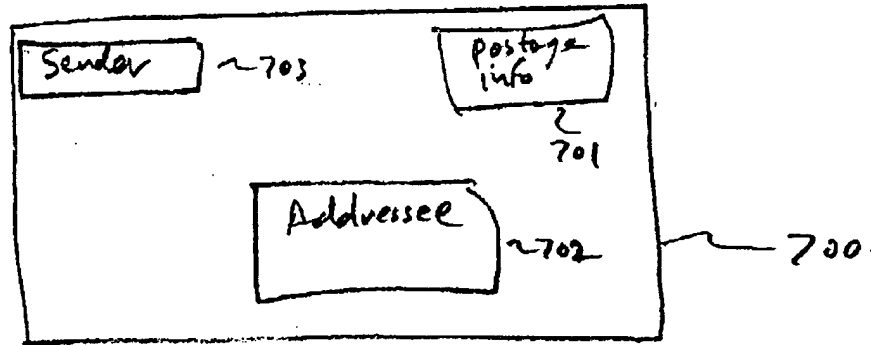
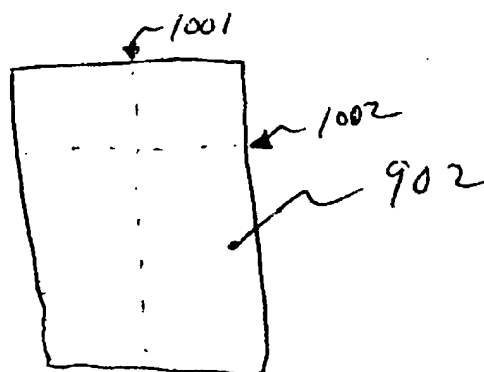
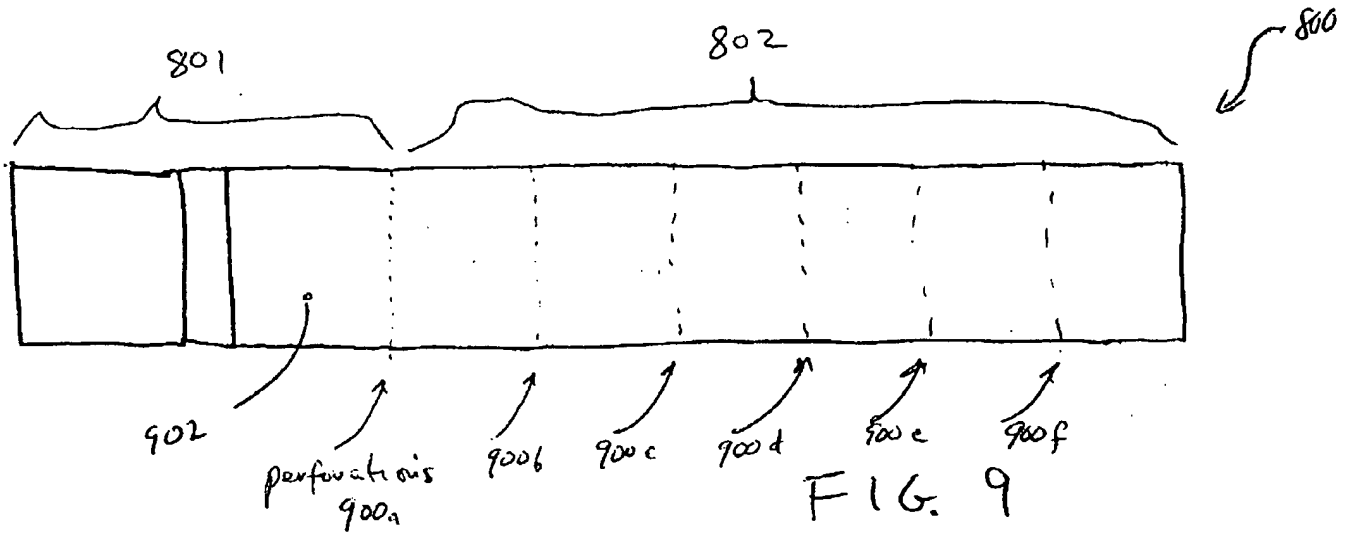
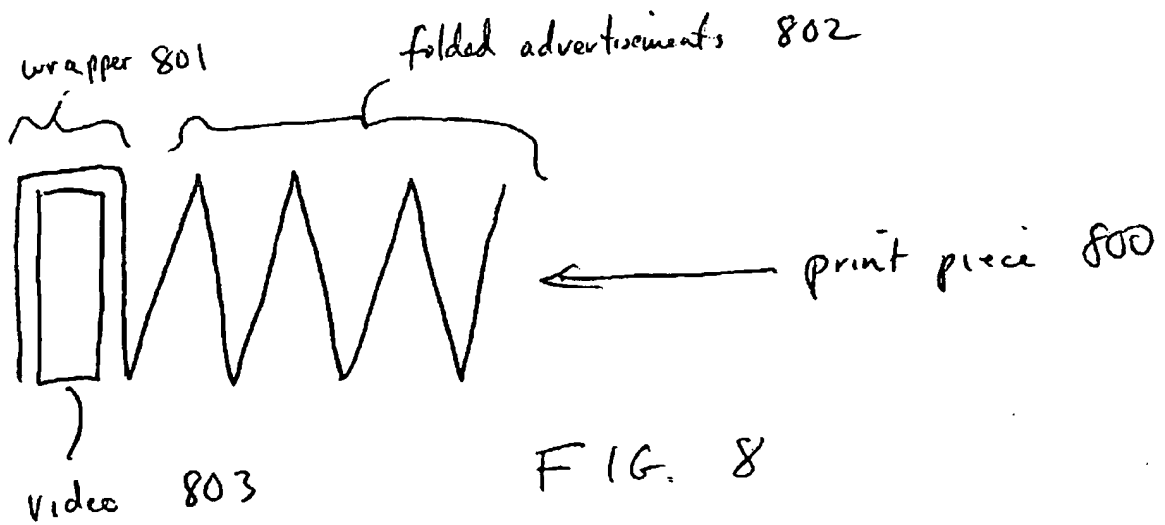
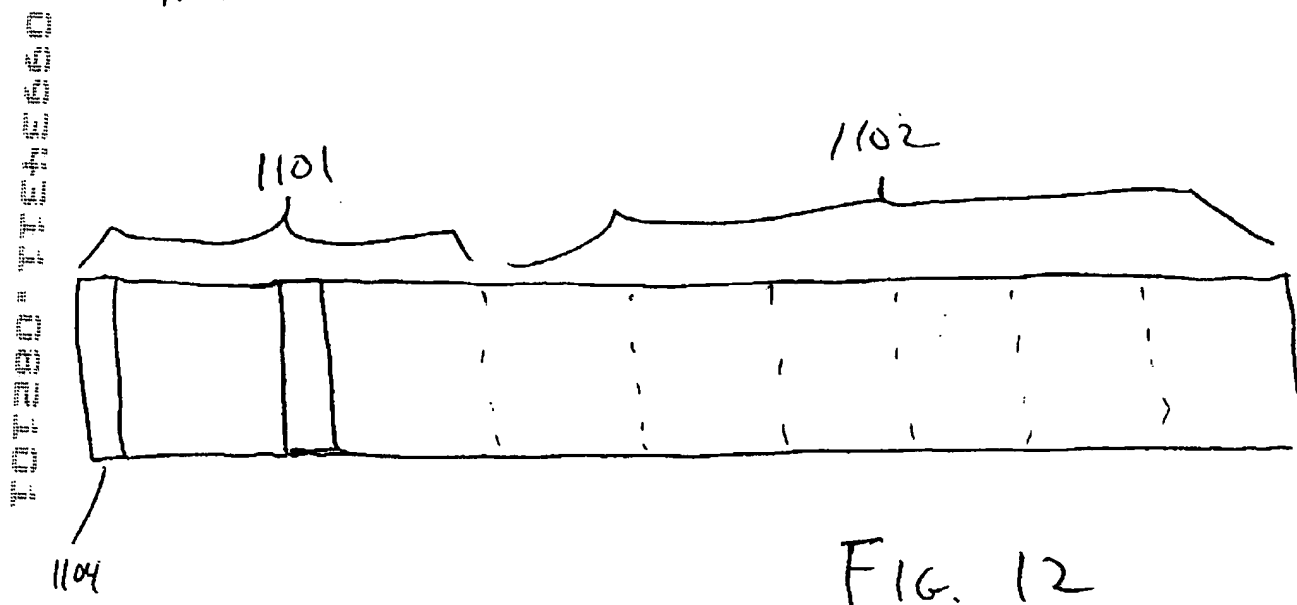
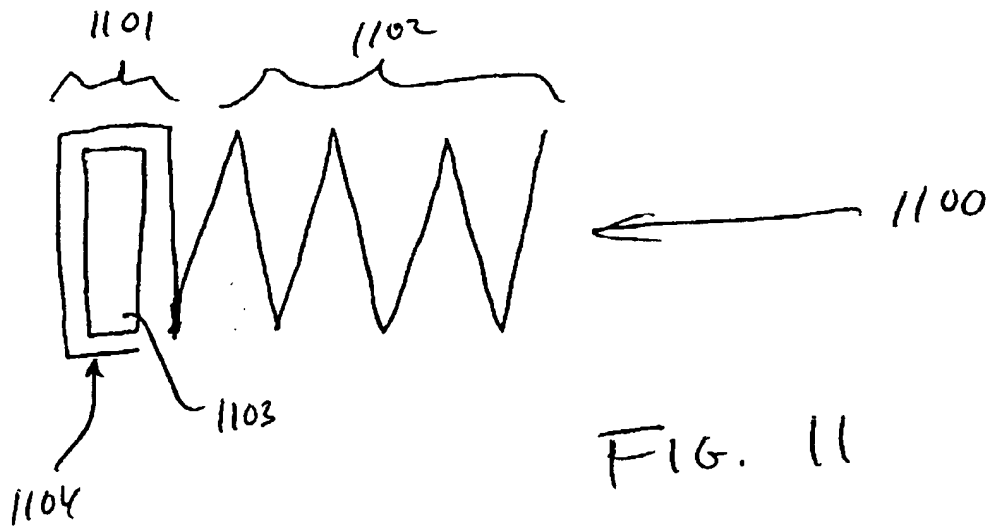


FIG. 7



TOP SECRET





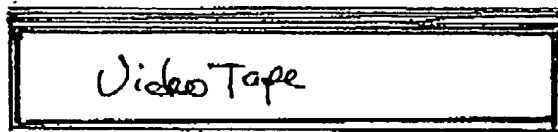


FIG. 13

Videotape with shrinkwrapped coupons  
Side view. Four color graphics completely  
surround tape. Spur is left for address label  
on top.

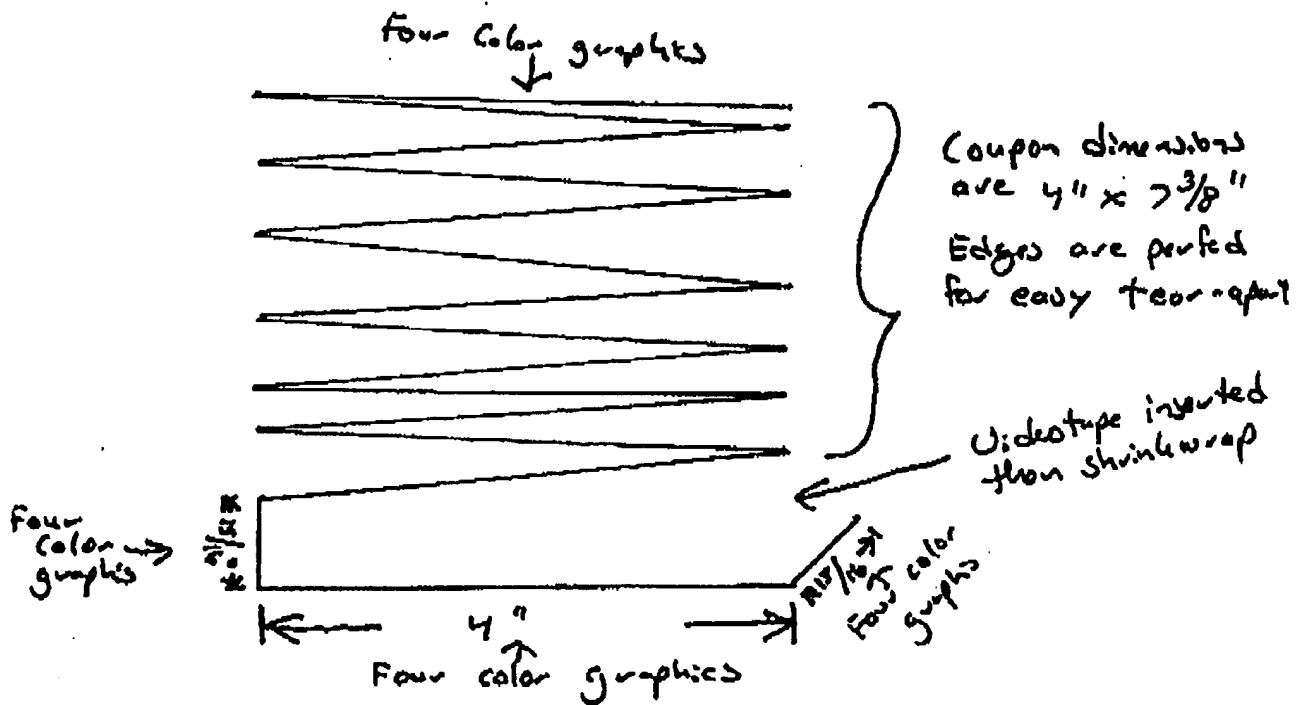


FIG. 14